from Warner Bros.

ADVERTISING ★ PUBLICITY ★ EXPLOITATION

TOPS THE BEST SELLER!
TOPS THE PLAY!
NOW! THE ONE AND ONLY

"AUNTIE MAME"

STARRING

ROSALIND RUSSELL

They're all here! That mad marvelous 'Auntie Mame' mob!

Vera The Duchess from Pittsburgh...
Babcock The Heckling Banker...
Burnside The Pride of Dixie...
O'Bannion The Hairy Lover...
The Gruesome Miss Gooch...

ON THE SCREEN!

FILMED IN TECHNIRAMA® COLOR BY TECHNICOLOR® PRESENTED BY WARNER BROS.

co-starring FORREST TUCKER · CORAL BROWNE · FRED CLARK with PATRIC KNOWLES · LEE PATRICK · WILLARD WATERMAN · ROBIN HUGHES

Screenplay by BETTY COMDEN and ADOLPH GREEN · From the novel "Auntie Mame" by Patrick Dennis · As adapted for the stage by Jerome Lawrence and Robert E. Lee · Directed by MORTON DA COSTA · Music composed by BRONISLAW KAPER

MAT 501—5 col. x 13 inches (910 lines)

138 AW Box 1

WELCOME TO THE SCREEN!

"AUNTIE MAME"

STARRING

ROSALIND RUSSELL

TOPS THE BEST-SELLER! TOPS THE PLAY!

they're all here

THE WHOLE MAD, MARVELOUS 'AUNTIE MAME' MOB!

Vera The Duchess from Pittsburgh

Babcock The Heckling Banker

Burnside The Pride of Dixie

O'Bannion The Hairy Lover

The Gruesome Miss Gooch

TECHNIRAMA®
TECHNICOLOR®

co-starring FORREST TUCKER · CORAL BROWNE
FRED CLARK · Screenplay by BETTY COMDEN and
ADOLPH GREEN · From the novel "Auntie Mame" by Patrick Dennis
As adapted for the stage by Jerome Lawrence and Robert E. Lee
Directed by MORTON DA COSTA · From WARNER BROS.
Music composed by BRONISLAW KAPER

MAT 307—3 col. x 13¼ inches (561 lines)

Note: Watch "Day" Copy

TOMORROW-THAT WILD, WARM, WONDERFUL

"AUNTIE MAME"

STARRING

ROSALIND RUSSELL

ON THE SCREEN!

Even tops the play! Even tops the book!

with

Vera The Duchess from Pittsburgh

Babcock The Heckling Banker

Burnside The Pride of Dixie

O'Bannion The Hairy Lover

The Gruesome Miss Gooch

TECHNIRAMA®
TECHNICOLOR®

co-starring FORREST TUCKER
CORAL BROWNE · FRED CLARK
Screenplay by BETTY COMDEN and ADOLPH GREEN
From the novel "Auntie Mame" by Patrick Dennis · As adapted for the stage by Jerome Lawrence and Robert E. Lee
Directed by MORTON DA COSTA · Music composed by BRONISLAW KAPER
From WARNER BROS.

MAT 204—2 col. x 7½ inches (232 lines)

Important: Watch Date and City

MAT 402—4 col. x 9¾ inches (540 lines)

FREE! THEATRE TEASER TRAILERS

In Technicolor

Tease 'em—Tell 'em—Sell 'em!

Two special teaser trailers in addition to regular trailer. It's never too early to start the TEASER TRAILER! Available FREE at your local Warner Bros. Exchange.

MAT 401—4 col. x 8 ¾ inches (492 lines)

Remember! Remember!

"Auntie Mame" is one of the strongest pre-sold properties to come to the screen in years!

OVER TWO YEARS ON THE BEST SELLER LIST *(112 weeks!)*

THE LONG-RUN STAGE SMASH THAT PLAYED TO RECORD CROWDS ON TWO CONTINENTS!

Your No. 1 Advertising Message is:
"IT'S ON THE SCREEN!"

Important! Watch Date

TOMORROW-THAT WILD, WARM, WONDERFUL

"AUNTIE MAME"

STARRING

ROSALIND RUSSELL

ON THE SCREEN!

with
Vera The Duchess from Pittsburgh
Babcock The Heckling Banker
Burnside The Pride of Dixie
O'Bannion The Hairy Lover
The Gruesome Miss Gooch

TECHNIRAMA®
TECHNICOLOR®

co-starring FORREST TUCKER
CORAL BROWNE · FRED CLARK
Screenplay by BETTY COMDEN and ADOLPH GREEN
From the novel "Auntie Mame" by Patrick Dennis · As adapted for the stage by Jerome Lawrence and Robert E. Lee
Directed by MORTON DA COSTA · Music composed by BRONISLAW KAPER
From WARNER BROS.

MAT 306—3 col. x 10½ inches (477 lines)

MAT 203—2 col. x 5½ inches (150 lines)

MAT 403—4 col. x 10 ¾ inches (600 lines)

ILLUSTRATIONS USED IN THIS CAMPAIGN ARE AVAILABLE AS 8x10 STILLS FROM NSS

AUNTIE MAME ★ AUNTIE MAME ★ AUNTIE MAME ★ AUNTIE MAME

It's on the screen!

That wacky and warm, wild and wonderful

"AUNTIE MAME"

STARRING

ROSALIND RUSSELL

co-starring

FORREST TUCKER · CORAL BROWNE · FRED CLARK · Screenplay by BETTY COMDEN and ADOLPH GREEN

From the novel "Auntie Mame" by Patrick Dennis · As adapted for the stage by Jerome Lawrence and Robert E. Lee

Directed by MORTON DA COSTA · Music composed by BRONISLAW KAPER · From WARNER BROS.

MAT 303—3 col. x 7 inches (300 lines)

ALL THE JOY IN THE WORLD FOR ALL THE WORLD TO ENJOY!

"AUNTIE MAME"

STARRING

ROSALIND RUSSELL

ON THE SCREEN!

starring

FORREST TUCKER

CORAL BROWNE · FRED CLARK · Screenplay by BETTY COMDEN and ADOLPH GREEN

From the novel "Auntie Mame" by Patrick Dennis · As adapted for the stage by Jerome Lawrence and Robert E. Lee · Directed by MORTON DA COSTA · Music composed by BRONISLAW KAPER · From WARNER BROS.

TECHNIRAMA®

TECHNICOLOR®

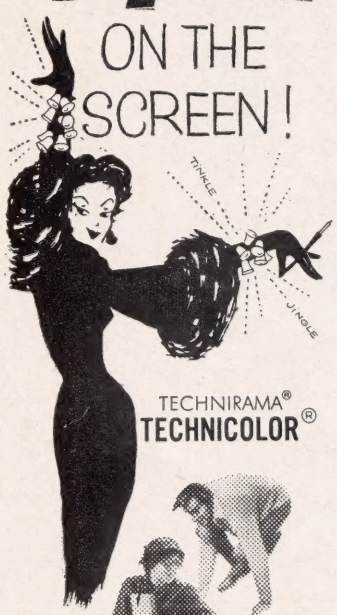
MAT 302—3 col. x 7 inches (300 lines)

TEASE

You haven't really laughed until you've seen

AUNTIE MAME

ON THE SCREEN!



TECHNIRAMA®
TECHNICOLOR®

Actually greater than the book and the play!

From WARNER BROS.

MAT 104
1 col. x 8½ inches (118 lines)

You haven't really laughed until you've seen

"AUNTIE MAME"

ON THE SCREEN!

TECHNIRAMA®
TECHNICOLOR®

Even tops the laughter of the book!

Even tops the laughter of the play!

FROM WARNER BROS.

MAT 205—2 col. x 7¼ inches (200 lines)

AUNTIE MAME

ON THE SCREEN!

TECHNIRAMA®
TECHNICOLOR®
PRESENTED BY
WARNER BROS.

MAT 211—2 col. x 3½ inches (94 lines)

IMPORTANT!

Watch Theatre name and date.

↓

PALACE FRIDAY

AUNTIE MAME

ON THE SCREEN!

She'll be there with bells on!

TECHNIRAMA®
TECHNICOLOR®
PRESENTED BY
WARNER BROS.

MAT 214—2 col. x 5 inches (140 lines)

R ADS

SPECIALS FOR CHRISTMAS!

(Other copy can replace for later dates.)

MAT 301—3 col. x 4½ inches (189 lines)

MAT 212—2 col. x 3½ inches (100 lines)

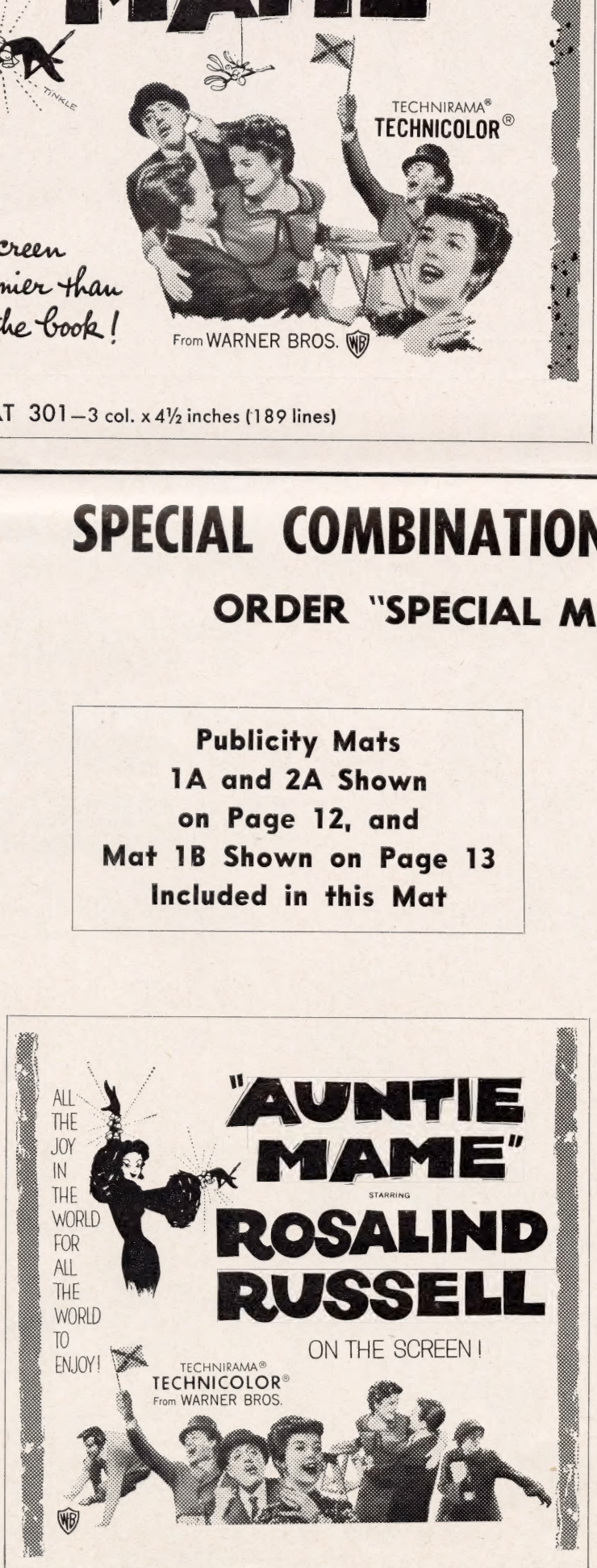
MAT 213—2 col. x 3½ inches (100 lines)

SPECIAL COMBINATION AD and PUBLICITY MAT

ORDER "SPECIAL MAT NO. 1" FROM N.S.S.

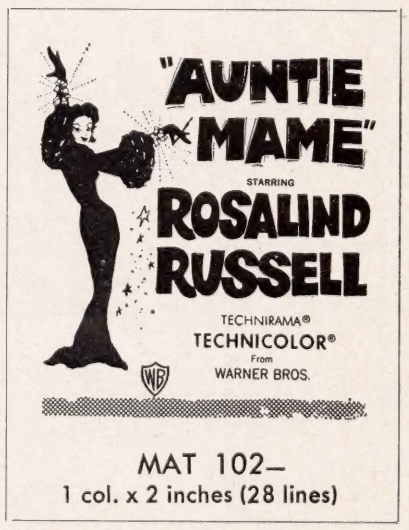
MAT 103
1 col. x 6½ inches (92 lines)

Publicity Mats 1A and 2A Shown on Page 12, and Mat 1B Shown on Page 13 Included in this Mat



MAT 202—2 col. x 3¼ inches (94 lines)

MAT 101—
1 col. x 1 inch (16 lines)



MAT 102—
1 col. x 2 inches (28 lines)

MAT 201—2 col. x 2 inches (56 lines)

WEDNESDAY BOSTON WELCOMES...

"AUNTIE MAME"

STARRING

ROSALIND RUSSELL

It's funnier than the play and the book...
(With those wonderful little heart-tugs, too!)

they're all here

co-starring
FORREST TUCKER · CORAL BROWNE · FRED CLARK · Screenplay by BETTY COMDEN and ADOLPH GREEN
From the novel "Auntie Mame" by Patrick Dennis · As adapted for the stage by Jerome Lawrence and Robert E. Lee
Directed by MORTON DaCOSTA · Music composed by BRONISLAW KAPER · From WARNER BROS.

MAT 304—3 col. x 7¼ inches (300 lines)

IMPORTANT!
Watch Date
and City

SPREAD THE SLOGAN

"Get more out of Life . . . go out to a Movie!"

"AUNTIE MAME"

STARRING

ROSALIND RUSSELL

ON THE SCREEN!

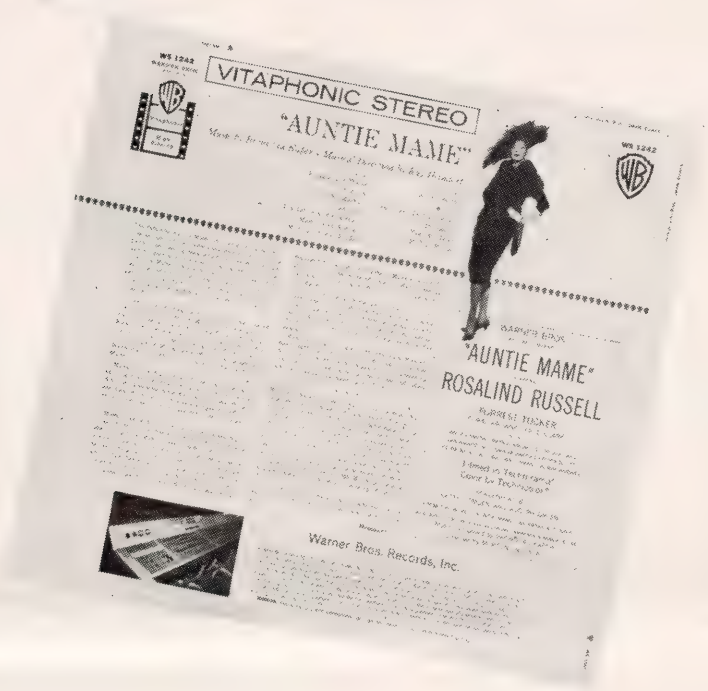
they're all here
THE WHOLE MAD, MARVELOUS 'AUNTIE MAME' MOB! *(—and the wonderful little heart-pulls, too!)*

Even tops the laughter of the book and the play!

starring
FORREST TUCKER
CORAL BROWNE · FRED CLARK · Screenplay by BETTY COMDEN and ADOLPH GREEN
From the novel "Auntie Mame" by Patrick Dennis · As adapted for the stage by Jerome Lawrence and Robert E. Lee · Directed by MORTON DaCOSTA · Music composed by BRONISLAW KAPER · From WARNER BROS.

MAT 305—3 col. x 8 inches (330 lines)

Great New Warner Bros'. Records Soundtrack Album



The full-color album jacket plugs the picture — and the music sells "Auntie Mame" over and over! Warner Bros. Records backs the album with a coast to coast campaign. Showmen everywhere can cash in on this tie-up with displays, contests, co-op ads and D.J. plugs! Check the listing below for your nearest Warner Bros. Records Dealer.

"SELL" SUGGESTIONS

- Window displays in music store, using one-sheet as display center.
- Disc Jockeys play albums, plug picture.
- "Auntie Mame" tickets for disc jockey contest prizes—with picture plug.
- Invite all disc jockeys to see picture at earliest showing—be sure they have recordings.
- Announce gift of album to 500th patron, as indicated on ticket numbers.
- Play records during theatre intermission, with appropriate p.a. announcement if used in advance of opening.
- Play record in lobby—record player arranged in record store tie-up—album displayed in lobby.
- Newspaper contest using albums as prizes.

YOUR WARNER BROS'. RECORDS DISTRIBUTORS

A-1 RECORD DISTRIBUTORS
803 N. Hudson
Oklahoma City, Oklahoma

ARC DISTRIBUTING COMPANY
40 Selden Avenue
Detroit 1, Michigan

BENART DISTRIBUTING COMPANY
327 Frankfort Avenue
Cleveland 13, Ohio

CAROL DISTRIBUTING COMPANY
124 W. Moorehead St.
Charlotte, North Carolina

COMMERCIAL MUSIC COMPANY
2338 Olive St.
St. Louis 3, Missouri

COMMERCIAL MUSIC COMPANY
709 East 31st St.
Kansas City 9, Missouri

DAILY BROS. DISTRIBUTORS, INC.
2202 Irving Blvd.
Dallas 7, Texas

DECCA DISTRIBUTING CORP.
320 Broadway
Albany, New York

DECCA DISTRIBUTING CORP.
517 Canal St.
New Orleans 16, La.

DECCA DISTRIBUTING CORP.
3131 Western Avenue
Seattle 1, Wash.

E & R DISTRIBUTORS
15 E. Granite St.
Butte, Montana

WARNER BROS. RECORD SALES CORP.
215 Golden Gate Ave.
San Francisco 2, Calif.

FLORIDA MUSIC SALES INC.
3751 N. W. 2nd Avenue
Miami 37, Florida

GREAT WESTERN RECORD DISTRIBUTING CORP.
1203 California
Denver, Colorado

GREAT WESTERN RECORD DISTRIBUTING CORP.
1364 S. 2nd St. West
Salt Lake City, Utah

HIT RECORD DIST. COMPANY
3414 Colerain Avenue
Cincinnati, Ohio

LESLIE DISTRIBUTORS OF NEW ENGLAND, INC.
377 Windsor Street
Hartford 5, Connecticut

HAROLD N. LIEBERMAN COMPANY
257 Plymouth Avenue N.
Minneapolis 11, Minnesota

MUSICAL DISTRIBUTORS
431 Nimitz Highway
Honolulu, Hawaii

NATIONAL RECORD DISTRIBUTORS
1220 Spring St. N. W.
Atlanta 19, Georgia

ONONDAGA SUPPLY CO. INC.
344 W. Genesee St.
Syracuse 1, New York

RADIO DISTRIBUTING COMPANY
1013 N. Capitol Avenue
Indianapolis 4, Indiana

RECORDS, INC.
790 Commonwealth Ave.
Boston 15, Massachusetts

REMLEE SALES CORP.
1711 5th Avenue
Pittsburgh 19, Pennsylvania

SCHWARTZ BROTHERS, INC.
901 Girard Street, N. E.
Washington 17, D. C.

SPARKS MUSIC DISTRIBUTORS, INC.
1618 N. Broad St.
Philadelphia 21, Pennsylvania

STRATTON-WARREN HARDWARE CO.
37 E. Carolina Avenue
Memphis, Tennessee

SUNLAND SUPPLY CO. INC.
1909 E. McDowell
P. O. Box 5247
Phoenix, Arizona

SUNLAND SUPPLY CO. INC.
1200 E. Missouri Street
P. O. Box 1736
El Paso, Texas

SUN STATE MUSIC DIST. INC.
2673 W. Pico Blvd.
Los Angeles 6, California

TELL MUSIC DISTRIBUTORS, INC.
2702 Monroe St.
Madison 5, Wisconsin

UNITED RECORD DIST. CO.
1613 St. Emanuel
Houston, Texas

COMPO COMPANY, LTD.
2377 Remembrance St.
Lachine, Montreal, Quebec

WARNER BROS. RECORDS SALES CORPORATION
158 Verdugo Road
Burbank, California

WARNER BROS. RECORDS SALES CORPORATION
1345 West Diversey Parkway
Chicago 14, Illinois

WARNER BROS. RECORDS SALES CORPORATION
50 McLean Avenue
Yonkers, New York

PUBLICITY

General Advance Story

"Auntie Mame," the comedy hit of the generation, comes to the .....Theatre screen on .....with Rosalind Russell starring in the title role and repeating the fabulous success she scored in 508 performances on the Broadway stage.

"AUNTIE MAME" MAT 1A

Rosalind Russell stars in Warner Bros. comedy hit, "Auntie Mame," Technirama-Technicolor production due.....at the .....Theatre. Forrest Tucker, Coral Browne and Fred Clark co-star in the film version of the hit play and best-selling novel.

Co-starring with Miss Russell in the Warner Bros. picturization of the famed best-selling novel and hit play are Forrest Tucker, Coral Browne and Fred Clark. Technirama-Technicolor production was directed by Morton DaCosta, director of the original New York stage play which starred Miss Russell.

As a novel, "Auntie Mame" remained on the best-seller lists 112 weeks. As a play, it was not only a smash New York and London hit, but a highly successful road show as well.

Now, it promises to set even more spectacular records as a motion picture, and Miss Russell is certain to be a leading contender for the year's top acting awards.

Betty Comden and Adolph Green wrote the fun-filled screenplay from the novel by Patrick Dennis and the stage adaptation by Jerome Lawrence and Robert E. Lee.

Ace Director of Photography Harry Stradling, Sr., handled the Technirama-Technicolor cameras and Bronislaw Kaper wrote the ingratiating musical score.

ROSALIND RUSSELL

Energy; health and vitality are the most important assets of a successful actress.

That is the opinion of Rosalind Russell, who arrives..... at the.....Theatre in the title role of Warner Bros.' "Auntie Mame," Technirama-Technicolor film adaptation of the famous novel by Patrick Dennis and the hit Broadway play.

Watching Miss Russell bound through a 12-hour day at Warner Bros. during the filming of "Auntie Mame" left no doubt in anyone's mind that she is abundantly endowed with energy, health and vitality.

The star, who went through 508 performances of "Auntie Mame" on the New York stage without missing an appearance, has a few bits of advice on physical fitness.

"I am a firm believer in regular exercise. It doesn't necessarily have to be violent exercise. Just walking regularly is a wonderful conditioner.

"Good posture is the basis for good health and I still try to follow this idea.

"We should try to avoid getting into a rut. Like Auntie Mame, we should not be afraid to change—a change of interests, a change of dress or a new hairdo. A dynamic person can obtain renewed energy by a change of interests."

Morton DaCosta directed "Auntie Mame" from a screenplay by Betty Comden and Adolph Green.

BELIEVABLE PERFORMANCE

When Peggy Cass takes dictation in shorthand as Rosalind Russell's secretary in Warner Bros.' "Auntie Mame," she's really taking it. Miss Cass' mother insisted she study shorthand and typing in Boston before she headed for Broadway in search of a career as an actress.

The ex-secretary won the 1957 Antoinette Perry Award as the best supporting actress on the Broadway stage for her portrayal of the secretary, Agnes Gooch, in "Auntie Mame." She repeats the role in the Warner Bros. picture, due..... at the.....Theatre.

"Auntie Mame," a Technirama-Technicolor production, was directed by Morton DaCosta.

COCKTAIL CAPER

In Warner Bros. "Auntie Mame," now at the.....Theatre, Rosalind Russell whips up a cocktail of secret ingredients, which she calls "The Flaming Mame." Trick is to drink it fast before all the alcohol burns away.

Morton DaCosta directed the Technirama-Technicolor picture, adapted from the hit Broadway play and the best-selling novel.

"AUNTIE MAME" MAT 2A

Rosalind Russell and Robin Hughes in an hilarious comedy sequence from Warner Bros. "Auntie Mame," coming.....to the .....Theatre. Forrest Tucker, Coral Browne and Fred Clark co-star with Miss Russell in the Technirama-Technicolor production, based on the hit Broadway play and the best-selling novel.

LIMITED EDITIONS

Five thousand book covers were specially printed for the lavish Beekman Place apartment in Warner Bros.' "Auntie Mame," starring Rosalind Russell, which comes..... to the.....Theatre.

The books had deluxe dark brown covers to match the decor of the apartment during the literary phase of Auntie Mame's life.

"Auntie Mame," a Technirama-Technicolor production, was directed by Morton DaCosta from a screenplay by Betty Comden and Adolph Green, based on the best-selling novel by Patrick Dennis and the Broadway hit play, adapted for the stage by Jerome Lawrence and Robert E. Lee.

"AUNTIE MAME" MAT 2B

Roger Smith, Terry Kelman and Pippa Scott in a comedy sequence from Warner Bros. "Auntie Mame," starring Rosalind Russell and due.....at the.....Theatre. Morton DaCosta directed the Technirama-Technicolor film version of the hit New York play and the best-selling novel.

NO ESCAPE

Patric Knowles, who turned to acting to escape his job as assistant to his publisher father in Oxford, England, has returned to publishing again.

Knowles plays the New York book publisher and suitor of Rosalind Russell in Warner Bros.' "Auntie Mame," the Technirama-Technicolor comedy hit, opening..... at the.....Theatre.

Morton DaCosta directed the film from a screenplay by Betty Comden and Adolph Green.

LAVISH DECOR

One of the most fantastic and expensive living room sets ever designed for a motion picture is the one in Danish Modern decor for Warner Bros.' "Auntie Mame," starring Rosalind Russell, which comes .....to the.....Theatre.

The startling effect of the furnishings commences with the view of a huge light fixture suspended from the ceiling in the hall. Swimming in the fixture are gold fish.

The living room features elevator furniture, hydraulically operated, which can be raised or lowered by a master switch. In one corner of the room is a 24-foot sculptured pylon, its base encircled by a pond containing more gold fish. In another corner is a huge kachelofen. The wall in back of this porcelain stove is done in tile imported from Italy.

The living room floor is of white ash with decorative walnut stripes. The furniture, cast in aluminum, was specially designed and built in the Warner Bros. property department.

This Danish Modern set is the fifth of six different decors for Auntie Mame's fabulous apartment, designed by Art Director Malcolm Bert.

"Auntie Mame," a Technirama-Technicolor production, was directed by Morton DaCosta.

"MAMES" NEEDED

If we could fill this world with Auntie Mames, we would enjoy greater happiness and a fuller life.

This opinion is expressed by Rosalind Russell, who should be an authority on Auntie Mame. For 508 performances she portrayed the fabulous lady in the Broadway production, "Auntie Mame," and again plays the title role in Warner Bros.' Technirama-Technicolor film adaptation of the comedy, due..... at the.....Theatre.

Explaining the popularity of Mame, who first became known to millions of persons via the pages of Patrick Dennis' novel, Miss Russell declares:

"She is without fear, an extrovert, a doer. She does not complain or explain. She is malleable but not soft. She loves people but detests snobs and bigots. Her unquenchable optimism makes her an example of the power of positive thinking.

"Suddenly you realize how true and deep is the meaning of Mame's own line: 'Life is a banquet and most people are starving to death.' "

This is Auntie Mame's philosophy in a nutshell. Simple, accurate and practical.

Morton DaCosta directed "Auntie Mame" from a screenplay by Betty Comden and Adolph Green.

VALUABLE PROPS

A jade collection, valued at $28,000, is seen in the oriental decorated apartment for Warner Bros.' "Auntie Mame," starring Rosalind Russell, due.....at the .....Theatre.

Included among the intricately carved white and green jade bowls and vases is a rare pink jade vase of the Ming period.

Morton DaCosta directed the Technirama-Technicolor picture, based on the hit Broadway play and the best-selling novel.

MORTON DaCOSTA

Along Broadway Morton DaCosta is known as a gentleman with a magic touch in directing plays. This reputation will surely be carried over in motion pictures after his triumph as director of Warner Bros.' "Auntie Mame," starring Rosalind Russell, the Technirama-Technicolor film version, due..... at the.....Theatre.

During the past three seasons he has directed three plays—"No Time for Sergeants," "Auntie Mame" and "The Music Man." All three have been smash hits.

The film version follows the play closely. "I staged the New York production of 'Auntie Mame' with the fluidity of a motion picture," DaCosta explains.

DaCosta, born and reared in Philadelphia, began his professional career, like many other fine directors, as an actor. Later, he became assistant to Maurice Evans and was launched as a New York director of several comedy productions.

Five years ago he had one of the most unusual assignments in the theatre. Without knowing a word of Italian he directed "Dream Girl" in Rome. Working without a translator, DaCosta helped make the play one of the Italian capital's brightest hits.

Warner Bros.' "Auntie Mame" co-stars Forrest Tucker, Coral Browne and Fred Clark.

FORREST TUCKER

Forrest Tucker is proof of the theory that a wide variety of jobs and experiences are better training for an actor than any drama school.

Tucker, who co-stars with Rosalind Russell in Warner Bros.' "Auntie Mame," currently at the..... Theatre, never saw the inside of a drama school before making his film debut. He did, however, take an intensive course on life and people.

On one hand, Tucker attended fashionable prep schools and mixed with the socially elite as a youngster. On the other, he searched for adventure and would hop a freight train when the fancy took him.

At the age of 12 he rode the rails from Boston to Los Angeles and stayed on the West Coast for two months doing odd jobs.

At 14 he drove a coal truck in Iowa, was a candy salesman at a theatre in Washington, D. C., and a master of ceremonies in a night club upstairs after the show.

After his two years in the Cavalry, Tucker enrolled at George Washington University where he remained just five months before deciding it was an actor's life for him.

Ninety-one pictures later, Forrest Tucker is still proving a wide variety of experiences pays off. The authentic southern accent he displays as Beauregard Burnside in "Auntie Mame" is something he picked up while serving with the Cavalry in Virginia.

UNUSUAL MUSEUM

Rosalind Russell, who arrives .....at the..... Theatre in Warner Bros.' hit comedy, "Auntie Mame," has an "Auntie Mame Museum" in a room of her Beverly Hills home.

In it are all types of Auntie Mame articles—lamps, ash trays, bracelets, cigarette holders—sent her by ardent fans.

EARLY TRAINING

It's not surprising that Forrest Tucker handles horses with ease for the fox hunting sequence with Rosalind Russell in Warner Bros.' "Auntie Mame," opening..... at the.....Theatre.

At the age of 16, Tucker ran away from home to join the Cavalry and spent two years in this branch of the service.

FASHION PAGE

Clothes may make the man, but dresses help make the successful motion picture. This is the contention of two-time Academy Award winner Orry-Kelly, who created the 30 stunning outfits for Rosalind Russell in Warner Bros.' "Auntie Mame," coming.....to the .....Theatre.

"AUNTIE MAME" MAT 1B

Rosalind Russell re-creates the role she made famous on the Broadway stage, in Warner Bros.' film version of the hit play and best-selling novel, "Auntie Mame," coming.....to the .....Theatre. Forrest Tucker, Coral Browne and Fred Clark co-star in the Technirama-Technicolor picture directed by Morton DaCosta.

The Russell wardrobe ranges from beaded hostess pajamas and an extravagant gold sari to a simple, black riding habit. Whether Auntie Mame is riding a camel in the desert or visiting her nephew at prep school, Orry-Kelly saw to it that she is well dressed and that the dresses help establish the mood of the character and the scene.

"In designing Miss Russell's gowns I used the flowing Vionnet line, which flatteringly follows the contours of a lady's figure. A dress should be like smoke which envelops a woman's body without quite touching it," Orry-Kelly explains.

"Particular care was paid to color in designing the dresses. Frequently there is too much color in motion pictures. It is important that sets and clothes complement your star. I feel that the wardrobe of Auntie Mame helps establish the mood of the picture and point up the comedy."

"Auntie Mame" was filmed in Technirama and Technicolor, and Morton DaCosta directed for Warner Bros.

CHANGE OF PACE

British actress Coral Browne, famous for her Shakespearean roles with the Old Vic Company, makes her film bow with Rosalind Russell in Warner Bros. comedy hit, "Auntie Mame," coming..... to the.....Theatre.

Also starring in the Technirama-Technicolor production directed by Morton DaCosta are Forrest Tucker and Fred Clark.

FOLLOWS TRADITION

Morton DaCosta, in his film directorial bow, follows the Alfred Hitchcock tradition of appearing in his motion pictures. He plays the role of Auntie Mame's brother, Edwin Dennis, in Warner Bros. "Auntie Mame," the Rosalind Russell starrer, due.....at the..... Theatre.

Only DaCosta's hand is seen, however, holding a legal document on a desk.

ROGER SMITH

Playing the guitar can make you a movie star, and Roger Smith has proven it. This handsome young man appears as the nephew of "Auntie Mame" in the Warner Bros. Technirama-Technicolor production starring Rosalind Russell, due.....at the.....Theatre.

Smith was a Navy pilot instructor in Honolulu when his guitar headed him in the direction of Hollywood. One evening James Cagney, then filming on "Mister Roberts" for Warner Bros. in Honolulu happened to hear Smith play the guitar at a party. He was impressed with the boy's stage presence and encouraged Smith to come to Hollywood after his discharge from the Navy.

Up to this time, Smith had always regarded acting as too precarious a business. Now, however, he has no reason to regret his decision.

Roger Smith is under contract to Warner Bros. and in addition to the featured role in "Auntie Mame," he stars with Efrem Zimbalist, Jr. and Edward Byrnes in Warner Bros. "77 Sunset Strip" television series.

"Auntie Mame" was directed by Morton DaCosta and also stars Forrest Tucker, Coral Browne and Fred Clark.

"AUNTIE MAME" MAT 2C

Rosalind Russell, Jan Handzlik and Fred Clark in one of the few serious scenes in Warner Bros. comedy sensation, "Auntie Mame." Forrest Tucker and Coral Browne also co-star with Miss Russell in the Technirama-Technicolor film version of the long-run Broadway play and the best-selling novel.

AWARD-WINNING SECRETARY

Peggy Cass, whose first job was as a secretary, is discovering that secretarial experience pays off.

She won the Antoinette Perry Award for the best supporting actress on the Broadway stage as the secretary, Agnes Gooch, in "Auntie Mame." Now she appears in the same portrayal in Warner Bros. film adaptation of the comedy hit, starring Rosalind Russell, coming.....to the.....Theatre.

The embryonic actress was hired as a secretary with a publishing company soon after arriving in New York from Boston. Lunch hours were spent in casting offices, but after several months of "no casting today" replies, Miss Cass returned to Boston.

Success came with her role in "Auntie Mame," and since then, Peggy Cass has been featured in virtually all the major television dramatic shows and currently has a TV show of her own in New York.

Morton DaCosta directed "Auntie Mame" for Warner Bros. and the Technirama - Technicolor production also features Forrest Tucker, Coral Browne and Fred Clark.

THE CAST

ROSALIND RUSSELL
as
"Auntie Mame"

Beauregard Burnside — **FORREST TUCKER**
Vera Charles — **CORAL BROWNE**
Mr. Babcock — **FRED CLARK**
Patrick Dennis — **Roger Smith**
Lindsay Woolsey — **Patric Knowles**
Agnes Gooch — **Peggy Cass**
Patrick Dennis (child) — **Jan Handzlik**
Gloria Upson — **Joanna Barnes**
Pegeen Ryan — **Pippa Scott**
Mrs. Upson — **Lee Patrick**
Mr. Upson — **Willard Waterman**
Brian O'Bannion — **Robin Hughes**
Norah Muldoon — **Connie Gilchrist**
Ito — **Yuki Shimoda**
Sally Cato — **Brook Byron**
Mrs. Burnside — **Carol Veazie**
Acacius Page — **Henry Brandon**

THE CREDITS

Directed by — **Morton DaCosta**
Screenplay by — **Betty Comden and Adolph Green**
From the novel "Auntie Mame" by — **Patrick Dennis**
As Adapted for the stage by — **Jerome Lawrence and Robert E. Lee and produced by Robert Fryer and Lawrence Carr**
Director of Photography — **Harry Stradling, Sr., A.S.C.**
Art Director — **Malcolm Bert**
Film Editor — **William Ziegler**
Music Composed by — **Bronislaw Kaper**
Musical Supervision by — **Ray Heindorf**
Sound by — **M. A. Merrick**
Costumes Designed by — **Orry-Kelly**
Set Decorator — **George James Hopkins**
Consultant for Interior Decor — **Robert Hanley, A.I.D.**
Miss Russell's Shoes by — **Delman**
Furs by — **Maximilian**
Makeup by — **Gene Hibbs**
Hair Styles by — **Myrl Stoltz**
Makeup Supervisor — **Gordon Bau, S.M.A.**
Assistant Director — **Don Page**

THE BILLING

WARNER BROS.	25%
Pictures Presents	5%
"AUNTIE MAME"	100%
Starring	
ROSALIND RUSSELL	100%
FORREST TUCKER	25%
CORAL BROWNE	15%
FRED CLARK	15%
with	
ROGER SMITH	10%
PATRIC KNOWLES	10%
PEGGY CASS, JAN HANDZLIK, JOANNA BARNES, PIPPA SCOTT, LEE PATRICK, WILLARD WATERMAN, ROBIN HUGHES	10%
Filmed in	10%
TECHNIRAMA®	15%
Color by	15%
TECHNICOLOR®	30%
Screenplay by	10%
Betty Comden and	15%
Adolph Green	15%
From the novel	10%
"Auntie Mame"	10%
by Patrick Dennis	10%
As adapted for the stage	5%
by Jerome Lawrence	5%
and Robert E. Lee	5%
Music Composed by	3%
Bronislaw Kaper	3%
Directed by	15%
Morton DaCosta	15%

THE STORY

(Not for Publication)

Following the death of his ultra-conservative father, ten-year-old Patrick Dennis (JAN HANDZLIK), with his governess, Nora Muldoon (CONNIE GILCHRIST), is ushered into the New York apartment of his nearest relative, Auntie Mame (ROSALIND RUSSELL) by the Japanese houseboy Ito (YUKI SHIMODA). On his arrival, Patrick finds himself in the middle of a raucus party, including several eccentric guests like Vera Charles (CORAL BROWNE), an actress and Mame's best friend, and Acacius Page (HENRY BRANDON), owner of a progressive school. Several days later, Dwight Babcock (FRED CLARK), the official trustee for Patrick, appears at the apartment to insist on the boy's education. Babcock is pleased by Mame's apparent willingness to send her nephew to the conservative Bixby School, but when some months later he discovers Patrick romping at Acacius Page's Progressive School instead, he angrily informs Mame that the boy will go to St. Boniface Academy in Connecticut. When Mame is wiped out financially in the crash of 1929, she takes a pre-Christmas job as sales girl at Macy's. She becomes an ex-sales girl when the floor manager finds her being instructed in the fine art of making out sales slips by Beauregard Burnside (FORREST TUCKER), a fine-looking southern gentleman. The New Year, however, begins more happily with Mame and Patrick vacationing at Peckerwood, the magnificent Georgia plantation home of the Beauregards. After a hair-raising horseback ride in a fox hunt, everyone hails Mame as a superb horsewoman, and Beauregard proposes three cheers for the future Mrs. Burnside. The happy marriage ends some years later when Beauregard plunges from the Matterhorn, but a new project awaits a saddened and listless Mame upon her return from Europe. Patrick, now a college student, has hired a secretary, Agnes Gooch (PEGGY CASS), and a collaborator, Brian O'Bannion (ROBIN HUGHES), to work with his aunt on what should be her colorful autobiography. Mame's loyal friend, Lindsay Woolsey (PATRIC KNOWLES), has promised to publish the book, and it proves to be wonderful occupational therapy for Mame. Patrick arrives home from college with a very special girl, Gloria Upson (JOANNA BARNES), beautiful but vapid. They announce their plans for a September wedding at Gloria's home in Mountebank, Connecticut. Realizing this will not be a good match, Mame arranges a party for the Upsons. On the appointed evening, Patrick arrives just before the others and is pleasantly surprised to find a beautiful new secretary, Pegeen Ryan (PIPPA SCOTT). The party is a raging success for everyone except the Upsons, and they finally leave, never to be seen again. Patrick seems relieved they are going out of his life. The years pass and Patrick and his wife, Pegeen, and their 10-year-old son, Michael, are at the apartment. Auntie Mame promises, "I'm going to open doors for you Michael. Doors you never dreamed existed." History is about to repeat itself!

(Running Time: 143 minutes)

EXPLOITATION IDEAS

- CIGARETTE HOLDERS, long ones, like those used in film, may be given away to the first women attending theatre.
- LOCAL STORE tie-ups, using line in their ads: "Auntie Mame says . . . 'Your best buy is . . .' "
- FURNITURE STORE cooperation in arranging special windows featuring decors of Danish Modern, Oriental, traditional furniture with stills from picture and playdate cards.
- VOICE RECORDING gives showing times when theatre number is called. Copy could be: "This is your Auntie Mame. I'll be looking for you at (list times)."
- STREET BALLY features pretty girl in bannered top-down car distributing heralds.
- SPECIAL COCKTAIL, called the "Flaming Mame" (suggested by "Auntie Mame") could be created at local club. Appropriate cards with picture-theatre tie-in placed on tables.
- BANNER across street in front of theatre could read "Welcome, Auntie Mame."
- BOOKMARKS, with picture and novel credits, distributed to public libraries, department stores and book stores which supply them to readers.
- BEAUTY CONTEST for the most glamorous aunt. Sponsored by local newspaper/TV station, winner gets prizes and is honored at special "Auntie Mame" night at theatre.
- LOCAL FLORIST names an "Auntie Mame" rose, with theatre following through with rose display in lobby.
- TOP SALESGIRL in department store, with store sponsoring a special "Auntie Mame" Day. Winner is honored as special guest at theatre.
- BEAUTY PARLOR sponsors special "Auntie Mame" hair-do, with window display of stills from picture.

Doorknob Hangers Spread Your Message All Over Town

With this sure-fire accessory, every showman has thousands of door-to-door salesmen. DOORKNOB HANGERS are die-cut, printed on heavy stock, measure 10½ x 5½ inches, and they're reasonably priced! Suggest they be distributed via tie-ups with retail dealers who offer delivery services, and also by newspaper boys and youngsters who deliver hangers in return for guest tickets. Price, including Theatre Imprint, is $15 per thousand. Send payment with order to:

ECONOMY NOVELTY CO.
244 West 39th Street
New York 18, N. Y.

FREE SHETLAND FLOORSMITH FOR CONTEST PRIZE

Here is a tie-in that offers you a valuable prize for a newspaper or TV/radio contest. It is the Shetland Floorsmith—an automatic rug-cleaning floor polisher.

And it's the brand new model!

The Shetland Company can advise you regarding the possibility of securing a Floorsmith for use in your situation. Shetland also has free lobby display material and a non-commercial trailer for situations where Floorsmith may be awarded as a contest prize.

For details about the Shetland Floorsmith rug cleaning floor polisher, displays, local dealer co-op, contact:

DIRECTOR OF PUBLIC RELATIONS
THE SHETLAND COMPANY
69 Bennett Street
Lynn, Mass.

"Auntie Mame is Magnificent In DELMAN Shoes"

Delman Shoes plan to use this slogan in newspaper ads scheduled for 70 U. S. cities. Contact your local Delman Shoes dealer to arrange timing of ads and planning of outstanding department and shoe store displays.

FREE! THREE RADIO SPOTS PLUS TV TITLE CARD

UNIQUE RADIO SPOTS:

Novel and unusual radio spots with material taken directly from the soundtrack! Something new, something different . . . and a great sell! One 1-minute announcement, two 20-second spots, all on one record with time allowed for live tie-in.

Order from

THADDEUS SUSKI PRODUCTIONS
124 East 73rd Street
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TV TITLE CARD:

For 10 or 20-second ID Spots, special 8x10 TV Title Card available AT NO COST directly from Warner Bros. Layout of art and title allow you locally to imprint station identification and your theatre name and playdate.

Order from

Campaign Plan Editor
WARNER BROS. STUDIOS
Burbank, California

When odering, please specify station on which material will be used.

FREE! 2 TECHNICOLOR TEASER TRAILERS!

Start selling well in advance with these special Technicolor teaser trailers. Available FREE at your local Warner Bros. exchange.

BOOK PROMOTIONS!

Two editions of the best selling novel, "Auntie Mame" by Patrick Dennis.

POPULAR LIBRARY

These paperback editions are sold everywhere! Drug stores, newsstands, travel terminals, book stores, etc. Arrange tie-in displays at points-of-sale all around town.

VANGUARD PRESS

The hard-cover edition of "Auntie Mame" is published by Vanguard Press, Inc. Arrange special displays at local bookstores and Public Libraries, utilizing stills from the picture.

Six Special Gallery Stills of Rosalind Russell

845-694

845-736

845-755

845-650

845-692

845-756

Use these stills in store windows, on counters and for publicity breaks.

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www.mediahistoryproject.org